

ASSOCIATE OF ARTS DEGREE (AA)

The Associate of Arts in Journalism and Media offers students two tracks to follow; one in Convergent Journalism and one in Integrated Marketing Communication.

The practice of convergence, multimedia production and cross-ownership have shaped the reality of modern journalism. As costs rise and audiences diverse where they get their news from, a trend toward cooperation and collaboration between what were once separate media entities has taken place. Students entering the journalism field now need to know the basics of all forms of media as well as how to combine them into multimedia presentations. The convergent journalism track will give students the base of knowledge they need to be successful in this era of convergence.

Integrated Marketing Communication (IMC) is the modern practice of combining public relations, advertising, database/direct marketing, sales/event promotion and multimedia communication. The IMC track will give students the base of knowledge to be successful in this field and/or specialize in advertising or public relations positions.

STUDENT LEARNING OUTCOMES - Graduates of this program will have the opportunity to:

- Demonstrate an understanding of the industry makeup and business and societal functions of the various mass media.
- Demonstrate an understanding of the basics of journalistic writing for the various forms of media.
- Demonstrate an understanding of the journalistic research process for the construction of media messages.
- Demonstrate an understanding of professional ethics and the laws that govern the mass media industry.
- Gain professional experience through service in internship positions.

Courses with “H” suffixes are designated Honors level courses and can be used to fulfill equivalent general education requirements.

GENERAL EDUCATION REQUIREMENTS (38 Credits):

	CR	SEMESTER
ENGLISH: ENG 100 or 101 or 113 and 102 or 114	6-8	_____
LITERATURE: ENG 223 or above	3	_____
HUMANITIES: COM 101	3	_____
ANALYTICAL THINKING: PHIL 102	3	_____
MATHEMATICS: MATH 120, 124 or above	3	_____
LIFE AND PHYSICAL SCIENCES: (Two courses from the following, one must include a lab): AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	7	_____
SOCIAL SCIENCES: (Nine credits must be from three different disciplines): ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	9	_____
U.S. AND NEVADA CONSTITUTIONS: PSC 101 or HIST 101 and HIST 102 or HIST 101 and HIST 217	4-6	_____

SPECIAL PROGRAM REQUIREMENTS (27 Credits):

	CR	SEMESTER
JOUR 100 Introduction to Journalism and Media Studies	3	_____
JOUR 101 Critical Analysis of the Mass Media	3	_____
JOUR 102 News Reporting and Writing	3	_____
FOR CONVERGENT JOURNALISM:		
COM 196 Internship	3	_____
JOUR 105 News Production I	3	_____
JOUR 121 Radio Production	3	_____
JOUR 201 Television Studio Production I	3	_____
JOUR 202 Electronic Media Production I	3	_____
JOUR 220 Fundamentals of Applied Media Aesthetics	3	_____
FOR INTEGRATED MARKETING COMMUNICATION:		
COM 196 Internship	3	_____
JOUR 210 Introduction to Public Relations	3	_____
JOUR 212 Principles of Advertising	3	_____
JOUR 220 Fundamentals of Applied Media Aesthetics	3	_____
JOUR 261 Introduction to IMC	3	_____
JOUR 276 Design Principles for Advertising/Publications	3	_____

JOUR-AA **65** Total Credits

Students may elect to graduate using the degree requirements in effect at the time of matriculation, or when they declared or changed major or the current catalog. If a program is official after a student has matriculated, the student may choose the degree requirements of the new program. In no case may a student use a catalog which is more than six years old at the time of graduation.

ASSOCIATE OF ARTS

3-Year Guided Pathway Suggestions
Associate of Arts Communication (AA) – Journalism/Media Studies
Integrated Marketing Communication - Advertising and Public Relations
Total Credits 65

****Prior to your first semester take the Math and English placement tests.**

First Semester	Requirement	Credit Hours	Term
English - Elective	ENG 100 or 101 or 113	3	
Mathematics - Elective	MATH 120, 124 or above	3	
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
	TOTAL	9	
Second Semester	Requirement	Credit Hours	Term
JOUR 100	Introduction to Journalism & Media Studies	3	
English – Elective	ENG 102 or 114	3	
Humanities	COM 101	3	
	TOTAL	9	
Third Semester	Requirement	Credit Hours	Term
Life & Physical Sciences – Elective	AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	3	
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
JOUR 102	News Reporting & Writing	3	
	TOTAL	9	
Fourth Semester	Requirement	Credit Hours	Term
Analytical Thinking	PHIL 102	3	
U.S. & NV Constitutions – Elective	PSC 101 or HIST 101 & HIST 102 or HIST 101 & HIST 217	4	
JOUR 101	Critical Analysis of the Mass Media	3	
	TOTAL	10	
Fifth Semester	Requirement	Credit Hours	Term
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
JOUR 220	Fundamentals of Applied Media Aesthetics	3	
JOUR 210	Introduction to Public Relations	3	
ENG 223 or above	Literature	3	
JOUR 212	Principles of Advertising	3	
	TOTAL	15	
Sixth Semester	Requirement	Credit Hours	Term
Life & Physical Sciences – Elective	AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	4	
JOUR 261	Introduction to IMC	3	
JOUR 276	Design Principles for Advertising/Publications	3	
COM 196	Internship	3	
	TOTAL	13	
	Degree TOTAL	65	

3-Year Guided Pathway Suggestions
Associate of Arts Communication (AA) – Journalism/Media Studies
Convergent Journalism - News Production
Total Credits 65

****Prior to your first semester take the Math and English placement tests.**

First Semester	Requirement	Credit Hours	Term
English - Elective	ENG 100 or 101 or 113	3	
Mathematics - Elective	MATH 120, 124 or above	3	
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
	TOTAL	9	
Second Semester	Requirement	Credit Hours	Term
JOUR 100	Introduction to Journalism & Media Studies	3	
English – Elective	ENG 102 or 114	3	
Humanities	COM 101	3	
	TOTAL	9	
Third Semester	Requirement	Credit Hours	Term
Life & Physical Sciences – Elective	AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	3	
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
JOUR 102	News Reporting & Writing	3	
	TOTAL	9	
Fourth Semester	Requirement	Credit Hours	Term
Analytical Thinking	PHIL 102	3	
U.S. & NV Constitutions – Elective	PSC 101 or HIST 101 & HIST 102 or HIST 101 & HIST 217	4	
JOUR 101	Critical Analysis of the Mass Media	3	
	TOTAL	10	
Fifth Semester	Requirement	Credit Hours	Term
JOUR 220	Fundamentals of Applied Media Aesthetics	3	
JOUR 121	Radio Production	3	
ENG 223 or above	Literature	3	
Social Sciences –Elective	ANTH, CRJ 104, ECON, PSC, PSY, SOC, WMST 113	3	
	TOTAL	12	
Sixth Semester	Requirement	Credit Hours	Term
Life & Physical Sciences – Elective	AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	4	
Jour 201	Television Studio Production I	3	
JOUR 202	Electronic Media Production I	3	
JOUR 105	News Production	3	
COM 196	*Internship	2	
	TOTAL	15	
	Degree TOTAL	65	